But total still trails 1979

Rebates and incentives help bolster car sales

By Jenny L. King
Staff Writer

With a firm shove by rebate and sales-incentive programs, March 11-20 domestic new-car sales showed strength and came within 7 percent of year-ago totals.

Mid-March sales of U.S.-built cars totaled 250,198, down 6.51 percent from 267,617 a year earlier.

On a daily-rate basis, sales were down 16.90 percent. There were nine selling days this year with an average of 27,800, compared with eight a year ago averaging 33,452 sales per day.

General Motors, Ford Motor Co. and Chrysler Corp. all reported declines, but Ford's 6.49-percent drop and Chrysler's 9.16-percent dip were a decided improvement over their repeated 20-percent declines earlier in the year. Both companies credited rebates with stimulating sales, particularly of their larger cars.

GM's mid-March sales totaled 144,376, down 8.35 percent from 157,527. Ford Motor reported sales of 66,504, down 6.49 percent from 71,121. Chrysler Corp. sales were down 9.16 percent to 27,624 from 30,408. American Motors' estimated sales were 5,200, up 52.94 percent from 3,400 a year ago, while Volkswagen of America sales jumped 25.83 percent to 6,494 from 5,161.

For the first time this year, GM failed to earn 60 percent of the market. GM's share was 57.76 percent, down from 58.86 percent a year ago.

Ford sales accounted for 26.58 percent, exactly the same as its 1979 share. Chrysler earned 11.04 percent, down slightly from 11.36 percent. VWoA cornered 2.60 percent of the market, up from 1.93 percent, and AMC had 2.08 percent, up from 1.27 percent.

• Five of the 13 makes reported sales gains. Chrysler sales were up 0.62 percent to 6,622 from 6,581; Ford sales rose 1.38 percent to 49,423 from 48,752; Buick sales were up 7.77 percent to 21,044 from 19,527, and AMC and VWoA were up, 52.94 percent and 25.83 percent respectively.

The top-selling nameplate for the period was a surprise: Ford Fairmont edged out Chevette with sales of 17,036. In second place was Chevrolet Chevette at 15,612, followed by Chevrolet Citation at 13,365, Ford Thunderbird at 10,244 and Oldsmobile Cutlass Supreme at 9,988.

Year-to-date sales remained a full 10 percent behind the 1979 pace through March 20. The total this year was 1,617,046, down 10.63 percent from 1,809,480.

Year-to-date market shares showed GM sales of 1,014,353 accounting for 62.73 percent; Ford sales totaled 373,399, or 23.09 percent; Chrysler, 156,520, or 9.68 percent; AMC, 33,566, or 2.08 percent, VWoA, 39,208, or 2.42 percent.

DOMESTIC SALES

	March 11-20 1980	March 11-20 1979
AMERICAN MOTORS	5,200†	3,400†
Chrysler	6,622	6,581
Plymouth	10,252	11,778
Dodge	10,750	12,049
CHRYSLER CORP.	27,624	30,408
Ford	49,423	48,752
Mercury	14,398	17,958
Lincoln	2,683	4,411
FORD MOTOR	66,504	71,121
Buick	21,044	19,527
Cadillac	6,947	10,002
Chevrolet	61,636	69,383
Oldsmobile	33,173	34,967
Pontiac	21,574	23,648
GENERAL MOTORS	144,376	157,527
VOLKSWAGEN	6,494	5,161
INDUSTRY TOTAL	250,198	267,617

†—Estimated

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

JANUARY, '80 VS. JANUARY, '79

	JANUARY 1980	JANUARY 1979
AMX Spirit/AMX	4,431	2,599
Concord	4,551	3,553
Concord Station Wagon	1,523	1,114
Eagle 4 WD	1,457	
Eagle Station Wagon	1,842	
Pacer	123	274
Pacer Station Wagon	284	500
Matador		78
Matador Station Wagon		38
Total American Motors Corp.	14,211	8,156
Chrysler LeBaron	4,443	7,099
LeBaron Station Wagon	647	1,331
Cordoba	4,222	5,466
Newport	1,331	3,296
New Yorker	1,900	2,637
Total	12,543	19,829
Plymouth Horizon	10,874	11,041
Voyager		726
Volare	5,537	8,223
Volare Station Wagon	1,504	2,956
Fury		655
Fury Station Wagon		36
Gran Fury	400	
Total	18,315	23,637
Dodge Omni	8,717	9,486
Aspen	4,859	6,249
Aspen Station Wagon	1,240	2,322
Sportsman		2,365
Monaco		609
Monaco Station Wagon		24
Diplomat	1,936	3,848
Diplomat Station Wagon	342	596
Magnum XE/Mirada	2,036	2,470
St. Regis	1,054	1,210
Total	20,184	29,179
Total Chrysler Corp.	51,042	72,645
Ford Pinto	9,905	9,708
Pinto Station Wagon	3,171	3,953
Fairmont	18,519	17,777
Fairmont Station Wagon	5,326	6,412
Granada	7,474	12,928
Club Wagon		3,653
LTD II	643	4,936
LTD	9,377	21,062
LTD Crown Victoria	1,737	
Ford Station Wagon	2,834	5,250
Mustang	19,358	20,950
Thunderbird	13,752	17,112
Total	92,096	123,741
Lincoln Continental	3,611	6,848
Continental Mark	5,030	5,465
Versailles	654	1,441
Total	9,295	13,754
Mercury Bobcat	2,232	2,233
Bobcat Station Wagon	550	677
Zephyr	5,912	6,210
Zephyr Station Wagon	1,159	1,403
Monarch	3,137	4,913
Marquis	1,530	2,161
Marquis Brougham	1,392	2,059
Grand Marquis	1,938	2,746
Marquis Station Wagon	830	1,316
Cougar/XR7	6,729	11,339
Capri	5,513	6,075
Total	30,924	41,132
Lincoln-Mercury Division	40,219	54,886

	JANUARY 1980	JANUARY 1979
Total Ford Motor Co.	132,315	178,627
Buick Skyhawk	945	1,161
Skylark	12,657	4,101
Century	7,830	2,185
Regal	15,009	18,101
Century Station Wagon	1,474	1,992
LeSabre	2,003	2,106
LeSabre Limited	5,289	7,818
Electra 225	6,161	7,870
Buick Station Wagon	1,007	1,512
Riviera	3,821	3,870
Total	56,196	50,796
Cadillac deVille	11,730	15,804
Fleetwood & Chassis	3,281	3,433
Eldorado	4,498	4,739
Seville	4,329	4,442
Total	23,838	28,418
Chevrolet Chevette	31,662	20,282
Camaro	10,866	18,312
Monza	10,346	9,218
Monza Station Wagon	129	1,663
Citation	30,642	12,793
Sportvan		2,510
Malibu	15,797	19,056
Malibu Station Wagon	5,500	7,201
Monte Carlo	15,149	20,173
Impala	9,431	13,352
Caprice	14,605	17,783
Chevrolet Station Wagon	6,705	8,234
Corvette	2,792	3,040
Total	153,624	155,617
Oldsmobile Starfire	1,105	1,288
Omega	5,247	2,023
Cutlass Salon	11,814	3,842
Cutlass Supreme/Calais	20,448	29,914
Cutlass Station Wagon	2,503	3,404
Delta 88	1,695	2,721
Delta 88 Royale	9,474	12,402
98	6,383	8,600
Oldsmobile Station Wagon	2,109	2,376
Toronado	3,406	3,623
Total	64,184	70,193
Pontiac Sunbird	7,481	5,531
Sunbird Station Wagon	20	325
Phoenix	7,334	2,949
LeMans	4,939	6,550
LeMans Station Wagon	2,374	2,297
Catalina	1,441	2,282
Bonneville	4,616	6,399
Bonneville Brougham	3,552	3,327
Pontiac Station Wagon	1,473	2,034
Grand Prix	10,868	14,268
Firebird	8,383	13,256
Total	52,481	59,218
Total General Motors	350,323	362,242
(Checker)	280	285
Miscellaneous Domestic Total	326	309
Domestic Station Wagon Total	44,546	68,220
Domestic Grand Total	548,217	621,979
Import Total	201,088	131,905
Grand Total All Registrations	749,305	753,884

Registrations not available for Oklahoma.

factories list auction dates

American Motors

Apr. 1 — Colorado Auto Auction, 6955 E. 50th Ave., Denver.

Apr. 8—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Apr. 9—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.

Apr. 10—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Apr. 15—Colorado Auto Auction, 6955 E. 50th Ave., Denver; Ohio Auto Auction, Grove City, O.

Apr. 16—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Apr. 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 22—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Waltz Mill Rd., New Stanton, Pa.

Apr. 23 — Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Dallas Auto Auction, 4226 E. Main, Dallas; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Apr. 24—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Apr. 29—Colorado Auto Auction, 6955 E. 50th Ave., Denver; Ohio Auto Auction, Grove City, O.

Apr. 30—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

AMC sales are open to all dealers.

Chrysler Corp.

Mar. 31 — Southwest Auto Auction, 3420 S. 48th St., Phoenix; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Apr. 1—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Apr. 2—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Meyer & Sons, 6464 Downing St., Denver.

Apr. 3 — Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Big H Recon Center, 918 Asbury, Houston.

Apr. 7—Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Apr. 8—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Apr. 9—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Apr. 10—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6016 Stevenson Blvd., Fremont, Calif.

Apr. 11 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 14 — Southeastern Auto Auction, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Apr. 15—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Apr. 16—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Apr. 17—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

Apr. 18—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

Apr. 21—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Apr. 22—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Apr. 23—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Apr. 24—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Apr. 25 — Floyd Hauhe Auto

Continued on Page 47, Col. 3

Used car sales
Auction averages

March	$3,112
Month ago	$3,207
Year ago	$3,303

Model breakdown
Auction averages

	March	Feb.	Jan.
1980	$6,799	$6,313	$6,187
1979	5,108	5,151	5,414
1978	3,533	3,755	3,591
1977	2,691	2,790	2,730
1976	2,069	2,214	2,233
1975	1,769	1,836	1,802
1974	1,375	1,392	1,456
1973	991	1,127	1,138
Overall Average	$3,112	$3,207	$3,175

As dealers try to rebuild inventories

Winter cuts may hurt in spring

BOSTON. — The cost-cutting done by dealers in an effort to stay afloat during this time of high interest rates may be cutting into future sales potential, according to at least one Boston-area dealer.

With car inventories in the Hub down 30-40 percent, Rick Smith Jr., of Smith Pontiac-Subaru, Weymouth, believes there is a potential for lost sales.

Like other dealers, business conditions forced Smith to cut his inventory during the traditionally slow late-November to early-January period.

But now he's in a squeeze. Smith says he can't get enough Subarus and the hot-selling Pontiacs — Sunbird and Phoenix—to satisfy demand.

"If we had more Sunbirds we could have cut into the market somewhat in New England, but GM didn't produce as many because of a shortage of orders," Smith said. "It hurt them and their (market) peneration."

Like many dealers, Smith is trying to rebuild his inventory with smaller cars, but he can't get them. General Motors has put them on allocation.

• Smith said the average car buyer seems unwilling to put in an order and wait. He's finding more people who leave the showroom to shop elsewhere. And he speculated the customers go to imports.

Would he have paid high interest rates to keep more small cars on his lot? Yes, said Smith, because it would have put him in a better position for the spring sales period.

"All in all, it (cutting back) helped our business, but it takes longer to get going again," he said. "It takes longer to get the cars people want. We will be short for a while."

The sales downturn "makes a sharp dealer sharper and a weak dealer weaker," added Danny Quirk, of Quirk Chevrolet, a volume dealership.

Dealers have learned to control their costs, he said. "It's also helped to stimulate the service, parts and body shop" ends of the business as dealers attempt to improve profits, he said.

"We can't pass all the increasing expense on to the customer," Quirk said. "Last year we paid $150,000 more for interest than we did in 1978, but the gross on each car has remained the same."

Inventories are shifting in makeup, too. Quirk's mix is 75 percent small cars and larger cars with sixes. "People are buying 1980 large cars but with six-cylinder engines because the mileage is better than the 1979s," he said.

Dealers agreed floor traffic has increased dramatically and sales have improved slightly since factories began rebates on slow-selling models.

But some dealers still have '79 trucks on their lots, especially four-wheel-drive vehicles. There was a waiting list last year for these same 4WD vehicles, pointed out Scott Schulman, Best Chevrolet, Hingham.

More is standard on Porsche 924

The 1980 Porsche 924 features a new gearshift pattern like that of the 911-SC for more simple shifting in traffic, while carefully selected gear ratios boost both performance and economy. An oxygen sensor is integrated with the fuel injection system on all 1980 Porsches.

Oxygen sensors improve performance of Porsches

ENGLEWOOD CLIFFS, N. J. —Porsche's 1980 lineup includes new standard features and a number of refinements for its three U. S. models.

The Porsche 924 now has a five-speed shift pattern like that of the 911SC, plus new shift linkage. The most economical of the models, the 924 with its standard five-speed four, is rated at 32 MPG highway, 19 MPG city.

All 1980 Porsches have an oxygen sensor which holds the fuel-air mixture within a very narrow range, making possible use of a three-way catalyst.

With the addition of soundproofing material first developed for the 924 Turbo, the normally aspirated model now is quieter. A larger brake booster to reduce pedal pressure, new door-lock mechanism and a front stabilizer bar round out the list of technical improvements in the new 924.

Cockpit luxury is enhanced by the addition of power windows, carpeting around the center console, door-sill molding with the 924 logo and a new selection of interior fabrics.

Porsche's V-8 powered 928 for 1980 has a leather interior as standard. Other changes include safety lights in the ends of the doors and a trunk compartment cover which raises with the hatchback lid and also extends forward to conceal luggage when the rear seats are foided down.

Standard 928 equipment includes an instrument cluster which tilts with the steering wheel, electrically adjustable and heated outside mirror and a central warning system in the main instrument cluster monitoring items like fluid levels, lights and brake-pad wear.

The 4.5-liter overhead cam V-8 produces 220 HP and is available with either manual five-speed or automatic transmission.

The Porsche 911-SC has added a number of new standard features for 1980 reflecting frequently ordered options: Air conditioning, power windows, center console, black outside trim, engine compartment light and a leather-covered steering wheel.

The SC is available in coupe and Targa versions, equipped with power-assisted four-wheel disk brakes, rack and pinion steering, front and rear sway bars and four-wheel suspension.

HD truck sales boost optimism at GMC plant

Continued from Page 8

company's heavy-truck line, Chevrolet said it will pursue the mid-range diesel market "stronger than we ever have."

GMC now is installing the new Detroit Diesel 8.2 liter and Caterpillar 3208 mid-range diesels in Classes 6 and 7 trucks, and later on will offer the Cummins VT-225.

"We're going a little slow with the 8.2 liter units, spotting them primarily with our top dealers at this time so we can monitor their performance and keep a close watch for any problems common with a new product," Conlan said.

Conlan reported that the demand for the 8.2 liter engine is good, and said there have been no problems with availability of the new diesel.

One market segment that puzzles Conlan, admittedly, is the demand in the years ahead for the low-cab forward truck. He is not the only one who is puzzled, either.

"I wish there was someone with a crystal ball who could tell us what the future demand will be for these vehicles," he said. "It's a relatively low-volume market now, and it would be too costly to bring out a new model based on current demand."

Most imported mid-range diesels feature the low-cab forward, but the sales volume still is apparently too low to detect a trend. Improved maneuverability in traffic and a better turning radius are stressed by importers in their selling efforts.

factories list auction dates

Continued from Page 38

Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 28—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Apr. 29—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Apr. 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Chrysler sales are restricted to Chrysler Corp. dealers.

January total third highest recorded for the month

Imports swell registration total

By Richard A. Wright
Assistant Managing Editor

Propelled by skyrocketing imports, new-car registrations in the U. S. in January were the third highest ever for that month, according to figures compiled by R. L. Polk & Co., but there was little cause for jubilation in Detroit.

New-car registrations in January totaled 749,305, off 0.61 percent from 753,884 a year earlier. The record for the month is 828,618, which has stood unchallenged since 1973.

The January, 1980 figure was respectable because of record import registrations. In January, 201,088 new imports were registered, up a whopping 52.45 percent from 131,905 a year earlier, the previous January import record. The domestic total was 548,217, down 11.86 percent from 621,979 a year earlier.

General Motors, Ford Motor Co. and Chrysler Corp. all suffered declines in their shares of the market compared with a year earlier. The losses went almost completely into the imports' gain ledger, although American Motors also notched a 0.82-point improvement to 1.90 percent.

GM took 46.75 percent of January registrations, down 1.30 percentage points from a year earlier, while Chrysler Corp. was off 2.83 percent to a 6.81 percent share. Biggest loser was Ford Motor Co., which saw its share drop 6.03 points to 17.66 percent.

Table on Page 36.

The imports, whose market share exceeded the total of Ford, Chrysler and AMC, took 26.84 percent of new-car registrations in January, up 9.34 percentage points. It was the highest import penetration for any month in history.

The share taken by miscellaneous domestic lines held steady at 0.04 percent.

Excluding exports, domestic-only new-car registrations in January were divided this way: GM, 63.90 percent; Ford Motor Co., 24.14 percent; Chrysler Corp., 9.31 percent; AMC, 2.59 percent, and miscellaneous, 0.06 percent.

A year earlier, domestic-only registration shares were as follows: GM, 58.24 percent; Ford Motor Co., 28.72 percent; Chrysler Corp., 11.68 percent; AMC, 1.31 percent, and miscellaneous, 0.05 percent.

• By market segment, only subcompacts among the domestic categories increased their market share compared with a year ago. The rest of the classes all lost ground as the imports seized huge chunks of the market.

Subcompacts accounted for 12.22 percent of registrations in January, up 1.72 points from a year earlier. Imports, of course, were up 9.34 points to 26.84 percent.

Recording smaller market shares were compacts, off 0.07 of a point to 20.53 percent; intermediates, down 3.26 points to 21.23 percent; standards, down 5.28 percent to 13.42 percent, and luxury units, off 1.23 points to 5.76 percent.

Registrations by size class in January were: Subcompact, 91,568; compact, 153,838; intermediate, 159,066; standard, 100,593; luxury, 43,152, and import, 201,088.

The top 20 domestic nameplates in registrations in January were:

1—Chevrolet Chevette	31,662
2—Standard Chevrolet	30,741
3—Chevrolet Citation	30,642
4—Ford Fairmont	23,845
5—Chevrolet Malibu	21,297
6—Olds Cutlass Supreme	20,448
7—Standard Oldsmobile	19,661
8—Ford Mustang	19,358
9—Chevrolet Monte Carlo	15,149
10—Cadillac	15,011
11—Buick Regal	15,009
12—Standard Buick	14,460
13—Oldsmobile Cutlass	14,317
14—Standard Ford	13,948
15—Ford Thunderbird	13,752
16—Ford Pinto	13,076
17—Buick Skylark	12,667
18—Standard Pontiac	11,082
19—Plymouth Horizon	10,874
20—Pontiac Grand Prix	10,868

NEW-CAR MARKET SHARES IN U. S.

	Regis., Jan., 1980	Percent Share of Market	Regis., Jan., 1979	Percent Share of Market	Pct. Pt. Change 80 vs. 79
Chevrolet	153,624	20.50	153,617	20.38	+ 0.12
Ford	92,096	12.29	123,741	16.41	— 4.12
Oldsmobile	64,184	8.57	70,193	9.31	— 0.74
Buick	56,196	7.50	50,796	6.74	+ 0.76
Pontiac	52,481	7.00	59,218	7.86	— 0.86
Mercury	30,924	4.13	41,132	5.46	— 1.33
Cadillac	23,838	3.18	28,418	3.80	— 0.62
Dodge	20,184	2.69	29,179	3.87	— 1.18
Plymouth	18,315	2.45	23,637	3.14	— 0.69
AMC	14,211	1.90	8,156	1.08	+ 0.82
Chrysler	12,543	1.67	19,829	2.63	— 0.96
Lincoln	9,295	1.24	13,754	1.82	— 0.58
GENERAL MOTORS	350,323	46.75	362,242	48.05	— 1.30
FORD MOTOR CO.	132,315	17.66	178,627	23.69	— 6.03
CHRYSLER CORP.	51,042	6.81	72,645	9.64	— 2.83
AMERICAN MOTORS	14,211	1.90	8,156	1.08	+ 0.82
IMPORTS	201,088	26.84	131,905	17.50	+ 9.34
MISCELLANEOUS	326	0.04	309	0.04	
TOTAL	749,305		753,884		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. January registrations not available for Oklahoma, delayed for Hawaii.

TOP CARS

U. S. new-car registrations for January, 1980. Registrations not available for Oklahoma, delayed for Hawaii.

1980 Pos.		Make	1979 Pos.
1—	153,624	Chevrolet	153,617— 1
2—	92,096	Ford	123,741— 2
3—	64,184	Oldsmobile	70,193— 3
4—	56,196	Buick	50,796— 5
5—	52,481	Pontiac	59,218— 4
6—	47,549	Toyota	22,504—10
7—	41,368	Datsun	21,605—11
8—	30,924	Mercury	41,132— 6
9—	27,905	Honda	19,145—13
10—	23,838	Cadillac	28,418— 8
11—	20,184	Dodge	29,179— 7
12—	18,315	Plymouth	23,637— 9
13—	18,128	Volkswagen	21,445—12
14—	14,211	AMC	8,156—16
15—	13,797	Mazda	6,719—17
16—	12,543	Chrysler	19,829—14
17—	9,818	Subaru	5,645—18
18—	9,295	Lincoln	13,754—15
19—	6,311	Fiesta	4,303—19
20—	5,565	Colt	——
21—	5,560	Arrow	——
22—	4,590	Mercedes	3,737—20
	——	Volvo	3,487—21
	——	Fiat	3,382—22
	20,497	Other Imports	19,933
	326	Misc. Dom.	309
	749,305	Total All Makes	753,884

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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But week's total is far behind last year's

Car production shows slight gain

By Michele Raquepau
Staff Writer

Production of cars by U. S. makers last week of 150,963 rose 3.16 percent over the 146,338 of the previous week.

Last weeks total however, was 26.67 percent behind the 205,865 built in the comparable 1979 week.

Year-to-date auto production of 1,768,632 is a decline of 26.15 percent from the 2,395,054 built by this date in 1979.

General Motors leads in share of year-to-date output with 65.69 percent. Ford Motor Co. has 19.23 percent of the year's total, and Chrysler Corp. follows with 9.36 percent.

American Motors has 3.10 percent of year-to-date output. Volkswagen of America has 2.58 percent, and Checker, 0.04 percent.

All Chrysler and Ford auto assembly plants are working regular schedules this week. Last week, Ford's St. Louis, Lorain (O.), Wixom and Wayne passenger-car lines were closed.

Last Tuesday Ford announced it is eliminating one shift at its Wixom (Lincoln, Mark VI) assembly plant beginning today (March 31). The move will idle 1,900 hourly employes and 175 salaried.

Checker Motors was down last week to balance inventories. Checker is working a regular schedule this week.

VWoA is working one hour of overtime Monday through Thursday of this week for the fifth week in a row.

GM's Janesville point will be down Tuesday, Wednesday and Thursday of this week and the entire week beginning April 7. Janesville has been open only one day out of the last three weeks. The closing idles 3,500 workers.

At GM's Pontiac plant (LeMans, Grand Prix, Pontiac), production of the full-sized Pontiac only will be reduced from two shifts at 71 per hour to two shifts at 63 per hour beginning April 14. The companion Fisher Body plant will reduce regular Pontiac production from two shifts at 30 per hour to one shift at 44.

Also on April 14, production of full-size Buicks, Pontiacs and Oldsmobiles at the Fairfax point will be reduced from two shifts at 60 per hour to two shifts at 50 per hour.

Last week, GM's Fremont, Willow Run Tarrytown, Oklahoma City and St. Louis Corvette passenger lines worked six days. The St. Louis Chevrolet line is closed for the remainder of the model year.

Cadillac Detroit was closed last week but will resume work today (March 31) until mid-April.

The AMC plant in Kenosha is closed this week to balance dealer inventories. Kenosha was closed for three days last week because of a minor supplier strike.

Truck production edges upward to 33,936 for week

Truck production last week by U. S. makers of 33,936 rose 4.78 percent over the previous week's 32,388, but was 58.65 percent behind the year-ago week's 82,080.

Year-to-date production of 487,655 is a drop of 53.14 percent from the 1,040,727 built by this date in 1979.

All General Motors assembly points are working regular schedules this week. Last week, the Chevrolet Flint number two van line was down, as were Janesville and St. Louis.

Production of Blazers and Suburbans at Chevrolet Flint is scheduled to decrease from two shifts at 36 units per hour to one shift at 24 per hour beginning today (March 31).

At the Chevrolet Detroit plant, production of light-duty truck chassis will be reduced from one shift at 14 units per hour to one shift at 12 units per hour beginning May 5.

Volkswagen of America is working one hour of overtime Monday through Thursday for the fifth week in a row.

All Chrysler Corp. and Ford Motor Co. plants are working regular schedules this week. Last week, Ford's Michigan, Norfolk and Twin Cities points were closed.

The American Motors Toledo Jeep plant closed March 17 and will not reopen until April 18.

Canadian output of autos, trucks declines slightly

Car and truck production in Canada last week dropped slightly from the previous week.

Auto production last week of 22,917 fell 1.04 percent from the 23,159 built the previous week, and dropped 20.95 percent from the 28,989 assembled in the comparable 1979 week.

Year-to-date car production of 221,291 is a decline of 26.78 percent from the 302,247 built by this date in 1979.

General Motors produced 12,112 cars last week and has 63.28 percent of the year's output. Ford Motor Co. built 7,380 cars last week and is second in year-to-date production with 26.23 percent of the total.

Chrysler Corp. assembled 3,200 units last week and has 9.20 percent of year-to-date output. Volvo built 225 autos and has 1.29 percent of the total.

Truck production last week of 13,872 held steady with the 13,922 of the previous week.

Last week's figure was a drop of 25.14 percent from the 18,530 assembled in the same week of 1979.

Year-to-date truck production of 143,574 is a decline of 30.99 percent from the 208,037 built by March 31, 1979.

Chrysler's Windsor car and truck assembly plants are working regular hours this week, but Windsor car is scheduled to close for two successive weeks beginning April 7.

All GM car and truck assembly plants will be working regular schedules this week.

The AMC Jeep plant in Brampton, Ont., will be down this week for the third week in a row because of a closed supplier plant.

U. S. CAR PRODUCTION

	Week Ended March 29, 1980	Same Week 1979	Week Ended Mar. 22, 1980	March to Date	Jan. 1, to March 31, 1979	Jan. 1, to March 29, 1980
AMERICAN MOTORS	4,525*	3,050*	4,525*	18,335*	27,884*	54,861*
Eagle						
Concord						
'78 AMX						
Pacer						
Spirit						
CHRYSLER CORP.	16,120	19,857	16,403	59,286	239,348	165,462
Plymouth Total	7,250	8,670	6,986	27,534	93,144	75,933
Horizon	3,200	3,371	3,169	13,009	45,605	40,611
Volare	3,300	5,299	3,206	12,393	45,858	27,841
'80 Gran Fury	650		541	1,775		6,367
Caravelle	100		70	357	1,681	1,114
Chrysler Total	2,520	3,732	2,612	7,604	52,468	21,464
Chrysler	420	3,302	391	1,158	26,151	4,420
LeBaron	2,100	430	2,221	6,446	26,317	17,044
Dodge Total	6,350	7,455	6,805	24,148	93,736	68,065
Omni	2,900	3,316	2,951	11,451	39,185	36,456
St. Regis	500	750	710	1,914	9,038	4,927
Diplomat	950	370	1,066	2,902	14,132	7,284
Aspen	2,000	3,019	2,078	7,881	31,381	19,398
FORD MOTOR	30,957	52,338	34,039	141,825	643,735	340,119
Ford Division	25,173	33,721	24,358	102,146	406,063	244,649
Pinto	3,629	4,288	3,556	10,421	47,515	18,813
Mustang II/Mustang	7,163	8,308	7,524	29,174	102,009	66,101
Fairmont	6,701	4,557	6,681	26,860	43,572	65,578
Granada		1,672		7,160	40,358	19,720
LTD II		696			12,552	
Thunderbird	4,000	7,898	3,034	15,638	89,983	44,550
Ford	3,680	6,302	3,563	12,893	70,074	29,887
L-M Division	5,784	18,617	9,681	39,679	237,672	95,470
Mercury Total	5,784	14,469	9,681	37,038	180,156	85,687
Bobcat	854	974	944	2,531	12,088	4,575
Capri	2,160	2,915	1,929	8,606	28,698	20,413
Zephyr	2,770	1,778	2,693	10,072	15,170	22,244
Monarch		793		2,019	22,615	6,036
Cougar/XR7		4,801	1,530	6,078	57,808	15,397
Mercury		3,208	2,585	7,732	43,777	17,022
Lincoln Total		4,148		2,641	57,516	9,783
Lincoln		2,279		943	28,126	3,432
Versailles				421	6,436	1,124
Mark VI		1,869		1,277	22,954	5,227
GENERAL MOTORS	94,452	126,896	88,197	374,351	1,445,382	1,161,829
Buick Division	19,404	18,443	20,317	78,551	210,882	225,606
Skyhawk		516			6,745	
Skylark/'79-'80	4,423	1,505	5,386	19,444	10,080	60,125
Century	4,390	1,143	4,451	17,582	13,760	45,235
Regal	5,162	6,264	4,985	19,641	73,503	55,281
Buick	4,309	7,272	4,326	17,116	88,575	49,408
Riviera	1,120	1,743	1,169	4,768	18,219	15,557
Cadillac Division	2,340	10,231	2,818	19,294	119,717	72,099
Seville	950	1,193	990	4,049	16,018	13,945
Cadillac		6,844	373	9,332	79,231	40,246
Eldorado	1,390	2,194	1,455	5,913	24,418	17,908
Chevrolet Division	36,749	56,042	36,812	152,756	612,927	484,310
Chevette	9,185	8,674	9,326	37,196	85,591	117,962
Monza	3,627	3,554	3,423	13,814	43,615	39,607
Camaro	3,270	6,369	3,115	12,324	80,756	35,566
Nova/Citation	9,818	5,822	9,692	39,413	32,963	121,147
Malibu	6,019	9,095	6,600	25,394	110,676	69,846
Monte Carlo	2,830	7,244	2,526	10,944	88,272	36,210
Chevrolet	960	14,295	1,137	9,491	158,524	51,355
Corvette	1,040	989	993	4,180	12,530	12,617
Oldsmobile Division	20,634	23,781	19,045	73,609	289,190	214,595
Starfire		409			5,488	
Omega/'79-'80	2,330	834	2,387	9,993	5,279	31,380
Cutlass	10,913	11,233	9,146	33,669	134,962	92,329
Oldsmobile	6,371	9,897	6,442	25,596	125,184	77,197
Toronado	1,020	1,408	1,070	4,351	18,277	13,689
Pontiac Division	15,325	18,399	9,205	50,141	212,666	165,219
Acadian†	795	402	732	2,873	6,248	5,793
Sunbird	2,933	2,271	2,844	11,718	26,874	39,238
Phoenix/'79-'80	2,677	2,257	2,479	11,060	8,174	34,070
Firebird	2,490	4,675	2,377	9,461	60,586	26,696
LeMans	1,635	2,344	437	4,163	28,630	15,329
Grand Prix	2,075	2,101		4,710	27,680	19,178
Pontiac	2,720	4,349	336	6,156	54,474	24,915
VOLKSWAGEN	4,809	3,724	3,174	18,452	37,571	45,596
CHECKER	100			270	1,134	765
Total Cars, U. S.	150,963	205,865	146,338	612,519	2,395,054	1,768,632

CANADIAN CAR PRODUCTION

	Week Ended March 29, 1980	Same Week 1979	Week Ended Mar. 22, 1980	March to Date	Jan. 1, to March 31, 1979	Jan. 1, to March 29, 1980
CHRYSLER CORP.	3,200	4,385	3,332	9,608	47,597	20,365
FORD MOTOR	7,380	7,991	7,444	29,385	89,940	58,052
GENERAL MOTORS	12,112	16,433	12,158	44,292	162,406	140,029
VOLVO	225	180	225	888	2,304	2,845
Total Cars, Canada	22,917	28,989	23,159	84,173	302,247	221,291
N. American Cars	173,880	234,854	169,497	696,692	269,730	1,989,923
N. American Trucks	47,808	100,610	46,310	203,848	1,248,764	631,229
North American Cars and Trucks	221,688	335,464	215,807	900,540	3,946,065	2,621,152

†—All Acadians are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended March 29, 1980	Same Week 1979	Week Mar. 22, 1980	March to Date	Jan. 1, to March 31, 1979	Jan. 1, to March 29, 1980
CHEVROLET	12,270	26,988	5,421	42,997	325,778	168,756
DODGE/PLYMOUTH	3,480	7,538	1,676	14,114	148,211	37,553
FORD	10,871	29,555	20,268	62,856	362,678	179,153
GMC	4,548*	7,849	2,498	13,866	92,430	45,029
INTERNATIONAL		3,079			38,849	
MACK	625	985	617	2,568	9,960	7,879
WHITE	125	236	125	542	3,951	2,144
JEEP		4,500*		5,200*	41,545	25,668*
AM CORP.	430*	475*	430*	1,720*	5,725*	4,512*
VOLKSWAGEN	687		453	2,642		6,401
MISCELLANEOUS	900*	875	900	3,600	11,600	10,560*
Total Trucks, U. S.	33,936	82,080	32,388	150,125	1,040,727	487,655

CANADIAN TRUCK PRODUCTION

	Week Ended March 29, 1980	Same Week 1979	Week Ended Mar. 22, 1980	March to Date	Jan. 1, to March 31, 1979	Jan. 1, to March 29, 1980
CHRYSLER CORP.	1,600	2,149	1,591	4,779	26,977	7,876
FORD MOTOR	4,808	6,869	4,872	19,159	72,833	50,630
GENERAL MOTORS	5,974	7,440	6,121	24,329	82,837	71,820
AMERICAN MOTORS	900	1,460	900	3,539	17,759	8,481
INTERNATIONAL	465	443	313	1,406	5,562	3,221
MACK	60	90	62	253	1,005	763
WHITE	65	79	63	258	1,064	783
Total Trucks, Canada	13,872	18,530	13,922	53,723	208,037	143,574
N. American Trucks	47,808	100,610	46,310	203,848	1,248,764	631,229

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
**—Revised †—Now includes van production.

NOTE

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Pontiac's J-wagon

First look at GM's front-drive station wagon for '81½

First view of General Motors' new front-wheel-drive J-car station wagon shows unmistakable Pontiac family lineage. The wagon will be introduced alongside two-door sedan, four-door sedan and hatchback versions and offered by both Pontiac and Chevrolet. Slated for introduction in mid-1981, the new subcompacts will likely be certified as '82 models. Standard engine reportedly is a 1.8-liter inline four. The new wagon will compete head-on with new, small, front-drive wagons fielded by Ford Motor Co. and Chrysler Corp. in 1981.

Separate standards for makers suggested

New slant to light-truck MPG

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The White House Regulatory Analysis Review Group (RARG) has come up with an innovative approach for assessing light-truck fuel economy which it wants NHTSA to consider.

Instead of setting standards for light trucks and vans by classes as NHTSA has done — 4x2s, 4x4s and special, interim standards for International Harvester—RARG suggests separate standards for each truck maker based on predetermined fleet mix.

Such a change apparently is not precluded by the Energy Policy and Conservation Act (EPCA) which allows NHTSA flexibility in regulating the fuel economy of light trucks and vans.

RARG also envisages longer carry-forward and carryback provisions applied to trucks. It would also eliminate civil penalties for breaching standards and would change methodology to enable NHTSA to better evaluate non-dollar costs and benefits.

Auto makers have yet to react to the RARG document which stops short of a hard and fast recommendation, but Ford Motor Co. in the past has opposed separate treatment for companies.

Ford has supported a standard that would allow shifts between 4x4s and 4x2s to improve its average fuel economy, just as small cars can now offset larger ones in calculating CAFE.

The RARG suggestion is likely to be addressed through the docket at NHTSA and in Congress when the House Energy Subcommittee, chaired by Rep. John Dingell, Michigan Democrat, returns to fuel-economy hearings April 15.

The real purpose of setting separate fuel-economy standards for Ford, General Motors, Chrysler Corp., American Motors and IH based on their fleet mixes would be to allow makers to improve fuel economy at the lowest cost.

RARG notes the light-truck market is different from the car market. Some trucks carry more, some less. Some carry bulk, others people. Some makers, like IH and AMC, specialize in 4x4s. Some trucks are used for recreation, some off-road, some in cities. Hence, specialization.

A single standard for all trucks and all manufacturers is neither a fair nor an efficient way to improve fuel economy, RARG says.

Separate standards for different performance classes eliminate high-cost changes to meet a common standard and fleet mix changes. But these standards work only if achievable fuel-economy improvements differ greatly between classes and the classes make up different fractions of the various makers' fleets.

So far, NHTSA has used the

Continued on Page 34, Col. 1

U.S. study urges 85 MPG average for 1995 models

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — An auto industry struggling to build cars capable of 30 to 40 MPG may be looking at a CAFE standard of 85 MPG by 1995, more than three times the level the makers must meet by 1985.

The recommendation is included in an unfinished government energy conservation/production potential study, known as the "Sawhill Project." "Sawhill" refers to John Sawhill, the Department of Energy deputy secretary.

A draft copy of the recommendations made by the group's Transportation Task Force and obtained by Automotive News suggests that the 85-MPG goal be reached in two stages, with cars and light trucks meeting a CAFE of 50 MPG by 1990 and 85 MPG by 1995.

The task force, chaired by Charles Gray of EPA's Emission Control Technology Division, projects this initiative could save about 5 million barrels of petroleum per day by the year 2000.

It also projects major financial impacts on the auto industry and recommends the government "set up a 50-percent guaranteed loan trust fund for the automobile industry during this period of major change."

As envisoned by the task force, a fleet meeting a 85-MPG CAFE would be composed largely of two-passenger urban vehicles with power sufficient to maintain a 55-MPH cruising speed and to accelerate to 50 MPH in 25 seconds.

Four and six-passenger autos and pickup trucks would comprise but 22 percent of the total fleet. The task force notes such a mix would nearly match the vehicle use now common in the U. S., in which 92 percent of all driving to and from work is done with no more than two persons in the car.

Engines would be of the two, three and four-cylinder variety —small in displacement but with large cylinders and low operating speeds.

PROCO (programmed combustion) and diesel engines would likely be the dominant types, with variations such as Volkswagen's experimental 70-plus MPG supercharged three-cylinder diesel that shuts off automatically at stop signs.

Continuously variable transmissions will probably replace the multispeed torque converters with lockup and manual transmissions which dominate now, the task force says, because they are much more responsive to optimal engine operation.

Fiat and its partners, DAF and Borg Warner, will probably

Continued on Page 38, Col. 3

To try variable displacements for 1981 models

Cadillac seeks new-engine waiver

WASHINGTON. — Cadillac will likely become the first of the domestic automakers to offer a variable displacement engine in the U. S., but General Motors is asking EPA for a little help, just to make sure.

(Automotive News reported Cadillac's upcoming variable-displacement engine March 10. That story said the engine would make use of Eaton's valve-selector system. The system was tested by Ford Motor Co. on some six-cylinder trucks and V-8 cars, but was rejected.)

Cadillac is hoping to offer the 6-liter electronic-fuel-injected engine as an option next year but the variable nature of the beast has made getting emissions under control a bit of a problem.

It is asking EPA to give it a waiver to 7 grams per mile from the 1981 Carbon Monoxide standard of 3.4 grams per mile, to bring the engine on board.

Such waivers are available under the Clean Air Act Amendments of 1977 if technology is not available and there is not a significant threat to the public health.

GM says both conditions apply in this instance. It says the three-way catalyst feedback control system used on the vehicle cannot cope, to the degree required, with CO emissions during the transition stages when the engine goes from running on four cylinders, to six cylinders, to eight cylinders and the reverse.

Granting the waiver would have negligible effect on the public health, GM said, because it projects selling no more than 100,000 of the engines in 1981, the last year of use of the 6-liter engine.

GM says granting the waiver will give the company time to further refine the electronic controls and catalyst technology for the fuel efficient variable displacement concept so that it should be able to meet the 3.4 gpm standard when and if used on future engine families.

GM projects that use of the variable displacement concept on the 6-liter engine will boost its fuel economy by 7 percent. Other sources have put the gain at 15 to 20 percent.

breaking news

Ford prices up $170

DEARBORN. — Ford Motor Co. last week raised its 1980 car prices an average of $170, or 2.2 percent. It is Ford's third boost since the end of the 1979 model year, with the three hikes totaling an estimated $669. Destination charges also were increased for the third time on 1980 models. They went up an average of $5 for a model-year total of $30. Ford cut the price of the 5-liter (302-CID) V-8 for Granada and Monarch by $107. It is now $81. Ford's price action followed a General Motors increase of $186. (Story on Page 3). Other domestic makers had not announced price revisions at presstime, but they were expected to follow GM and Ford.

More closings

DEARBORN. — Ford Motor Co. plans to permanently close two assembly plants and is considering closing a third as cost-cutting measures, according to company sources. Plants to be closed include Norfolk, Va., which builds light trucks, and Mahwah, N. J., where Fairmont and Zephyr are assembled.

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Service Index plummets to lowest level since 1974

By Francis J. Gawronski
Service Editor

Dealers' service and parts business in February recorded its poorest showing in almost six years.

According to the AUTOMOTIVE NEWS Service Index, dealers' service and parts business during February amounted to 94.3 percent of the volume achieved in the same month a year ago.

February's business was the worst since the initial fuel crunch in March, 1974, when the Service Index dipped to 92.9 percent of the business the year before. It also was the fifth poorest showing in the 19-year history of the Service Index.

Dealers blamed the current energy situation and the general economic downturn for the motorists' apathy toward car maintenance and the resultant decline in service and parts business.

Despite an 18.5 percent decline in repair orders written in February, total labor sales (customer-paid and warranty) advanced 10.6 percent. Dealers attributed the gain to inflation.

Dealers also pointed to inflation dollars for the showing recorded by gross profit on all labor, parts and accessory sales—the most important indicator from the dealers' viewpoint. February's gross profit was up 2.9 percent.

February sales of all parts and accessories dipped 6.1 percent while shop parts sales (those used on customer-paid and warranty repairs) were off 0.1 percent from the year-earlier figure.

Service Index figures are compiled from monthly reports on service and parts business from dealers in all parts of the country.

The poor showing in February also pulled down the year-to-date Service Index to 95.2 percent of the business registered in the same period of 1979.

Repair orders for the two-month period were down 20.7 percent, while sales of all P&A declined 4.4 percent.

All other indicators were on the up side, led by labor sales which increased 6.3 percent.

Gross profit for the period increased 2.1 percent, while shop parts sales climbed 1.0 percent.

SERVICE INDEX
94.3*

	Feb. '80 vs. Feb. '79	2 mos. '80 vs. 2 mos. '79
Gross Profit on All Labor and P&A Sales	+ 2.9%	+ 2.1%
Repair Orders Written	—18.5%	—20.7%
Total Labor Sales (Customer & Warranty)	+10.6%	+ 6.3%
Shop Parts Sales (Customer & Warranty)	— 0.1%	+ 1.0%
Sales of All P&A	— 6.6%	— 4.4%

*—Survey by Automotive News shows that dealers' service and parts business in Feb. 1980 was 94.3 percent of business in Feb. 1979. Service business in the two months of 1980 was 95.2 percent of business in the corresponding period in 1979.

4,376,218 cars built in first six months

Model year output down 12 pct.

By Michele Raquepau
Staff Writer

Auto production by U. S. makers during the first six months of the model year declined compared with the equivalent 1979 period, despite significant production increases in the subcompact and compact segments.

The 1980 model tally through March 1 was 4,376,218, which was 12.40 percent behind the 4,995,640 built in the comparable period last year.

Of the five market categories, the compact segment showed a remarkable gain of more than 44 percent and subcompacts topped last year's level by more than 20 percent, while the intermediate, standard and luxury divisions recorded production declines.

Production dropped in the first half of the model year for each of the Big Three, but American Motors and Volkswagen of America increased output over 1979 levels.

The 1980 subcompact run through March 1 was 855,568, a rise of 20.16 percent over the 712,051 built in the comparable 1979 period. Subcompacts had 19.55 percent of total production, a 5.49-percentage point increase over the 14.06 percent of last year.

For the second year in a row, the Chevrolet Chevette is the top nameplate in this segment with 232,583. Production of Chevettes rose 50.29 percent over the 154,751 built in this time period in 1979.

AMC's Spirit, a nameplate which has included the AMX since mid-1979, recorded the largest gain in subcompacts. The 45,755 Spirits built this year represented a 146.00 percent increase over the 18,525 of 1979.

General Motors' Starfire and Skyhawk were discontinued in early January of this year.

The compact group had a build of 1,545,740 units, up 44.61 percent from the 1,068,875 of 1979. Compacts had the greatest share of total output with 35.32 percent. Last year compacts took 25.52 percent of total output.

In the compact segment, the GM front-wheel-drive X-cars introduced last April made the largest production gains.

Chevrolet's X-car Citation grabbed the major share of the compact run with 405,345 cars, compared with 106,346 last year. It was a rise of 281.16 percent.

Another X-car, the Buick Skylark, experienced the largest overall percentage increase, with 162,294 produced this year, up 459.13 percent from the 29,026 of last year's period.

The remaining two X-cars, the Pontiac Phoenix and Oldsmobile Omega, more than tripled their 1979-period production.

AMC's 1980 Eagle had no comparison car in 1979, and the Pacer was discontinued in December of 1979.

The 1,045,396 intermediates built this year was a decline of 34.61 percent from the 1,598,681 of last year.

For the second year in a row, Intermediates also lost a share of the first-half production total, falling from 28.50 percent in 1979 to 23.89 percent in 1980.

Buick's Century and Regal were the only cars in the intermediate category to record any gains. The 189,254 Century/Regal cars built this year represented a gain of 8.07 percent from the 175,121 of 1979.

• Ford Motor Co.'s Cougar XR-7 lost the most in half-year production, falling 62.11 percent from 104,778 in 1979 to 39,704 this year.

Grand Prix and Granada production was sliced in half, compared with last year's level.

Ford's LTD II was discontinued at the end of June, 1979.

Standards, with 624,015 in 1980, fell by 47.62 percent from 1,191,281 last year.

Model - year production fell more than 35 percent for every nameplate in the standard class. Production of the Mercury Marquis dropped by more than 65 percent, and 56.88 percent fewer standard Fords were built in the first half of 1980 compared to 1979.

Chrysler Corp. also felt big losses, with production of the Chrysler New Yorker and Newport down more than 64 percent, and the Dodge St. Regis down more than 60 percent.

Production share of standards dropped from 23.53 percent in 1979 to 14.26 percent.

The Plymouth Gran Fury in the standard class had no 1979 comparison car.

Autos in the luxury category totalled 305,499 in 1980. This figure is a drop of 28.08 percent from the 424,752 of last year.

Luxury-car share of total production, at 6.98 percent, is down from the 8.39 percent the segment held in 1979.

Except for the Buick Riviera and the Oldsmobile Toronado, production declined for every car in the luxury class.

The 31,651 Rivieras built this year represented an increase of 22.65 percent over the 25,806 of the same period last year. Production of Toronado rose by 4.04 percent over the 26,589 of 1979.

AMC which builds only cars classified as subcompacts and compacts, had a total output of 140,208 in the first half of the model year, an increase of 123.45 percent over 1979 levels. AMC also increased its share of total output by 1.94 percentage points, to take 3.20 percent of the total.

The AMC Concord was that maker's top build for the second year in a row. Concord production of 52,145 increased by 39.21 percent over the 37,458 assembled by mid-model year, 1979.

VWoA captured 2.48 percent of output this year and built 108,268 Rabbits, an increase for the six-month period of 55.81 percent.

Chrysler built 430,678 cars in the first half of the model year, down 24.13 percent from the 567,658 of 1979. Chrysler experienced production declines in all three makes.

Production of Chrysler's top nameplate last year, the Volare, fell from 113,373 in 1979 to 73,480 in 1980. The Horizon, with 96,399 built, is the leading nameplate for Chrysler this year.

Plymouth, with its subcompact Horizon and compact Volare held onto its share of total production, but standard Chryslers and LeBarons dropped 1.15 percentage points in their slice of total production.

Dodge, which builds the small Omni and Aspen, fell 0.36 percentage points in its share of total production.

The 907,219 Ford Motor Co. units assembled this year represented a decline of 35.32 percent from the 1,402,615 built in the first half of 1979. Ford lost 7.35 percentage points in its share of total domestic production.

In the Ford Division, which declined 3.39 percentage points in its share of total output, only the Fairmont increased production. There were 152,638 Fairmonts built this year, up 35.66 percent from the 112,514 of 1979. It was the division's only nameplate that gained — 1.24 points — in share of total output.

Production of Ford's leading nameplate this year, the Mustang, actually declined compared to first - half, 1979. The 153,317 Mustangs built is a drop of 18.57 percent from the 188,272 of 1979. Last year the company's top nameplate was full-size Ford.

Lincoln - Mercury Division's share of total output fell 3.96 percentage points from 1979. In the Mercury lineup, only pro-

Continued on Page 31, Col. 1

MODEL RUN OUTPUT IN U. S.

September 1, 1979 through February 29, 1980

BY SIZE CLASSIFICATION

1980 Total	Make	1979 Total	Pct. Change '79 vs '80
SUBCOMPACTS			
7,953	Acadian	7,609	+ 4.52
——	AMX	1,695	——
45,755	Spirit	18,525	+146.99
8,322	Skyhawk	10,466	— 20.49
232,583	Chevette	154,751	+ 50.29
81,124	Monza	86,990	— 6.74
82,098	Omni	74,552	+ 10.12
96,223	Pinto	111,425	— 13.64
22,374	Bobcat	26,870	— 16.73
8,237	Starfire	10,431	— 21.03
96,399	Horizon	91,675	+ 5.15
66,232	Sunbird	47,576	+ 39.21
108,268	Rabbit	69,486	+ 55.81
855,568	TOTAL	712,051	+ 20.16
COMPACTS			
52,145	Concord	37,458	+ 39.21
40,562	Eagle	——	——
1,746	Pacer	5,070	— 65.56
162,294	Skylark	29,026	+459.13
96,009	Camaro	147,334	— 34.84
405,345	Citation	106,346	+281.16
60,087	Aspen	79,772	— 24.68
152,638	Fairmont	112,514	+ 35.66
153,317	Mustang	188,272	— 18.57
45,906	Capri	56,521	— 18.78
39,543	Zephyr	38,376	+ 3.04
79,409	Omega	16,836	+371.66
73,480	Volare	113,373	— 35.19
72,404	Firebird	112,115	— 35.42
110,855	Phoenix	25,862	+328.64
1,545,740	TOTAL	1,068,875	+ 44.61
INTERMEDIATES			
4,520	Caravelle	5,498	— 17.79
189,254	Century/Regal	175,121	+ 8.07
160,837	Malibu	265,043	— 39.32
91,235	Monte Carlo	173,632	— 47.45
48,909	LeBaron	79,554	— 38.52
24,963	Diplomat	41,675	— 40.10
53,577	Granada	110,650	— 51.58
106,082	Thunderbird	152,473	— 30.43
39,704	Cougar XR-7	104,778	— 62.11
18,127	Monarch	44,960	— 59.68
227,239	Cutlass/Cutlass Supreme	249,529	— 8.93
43,499	Grand Prix	93,082	— 53.27
37,450	LeMans	68,750	— 45.53
——	LTD II	33,936	——
1,045,396	TOTAL	1,598,681	— 34.61
STANDARDS			
107,999	Buick	171,086	— 36.87
156,979	Chevrolet	313,013	— 49.85
20,860	Chrysler	58,027	— 64.05
9,357	Dodge	23,532	— 60.24
86,151	Ford	199,778	— 56.88
31,075	Mercury	91,301	— 65.96
149,625	Oldsmobile	231,163	— 35.27
10,005	Plymouth	——	——
51,964	Pontiac	103,381	— 49.74
624,015	TOTAL	1,191,281	— 47.62
LUXURY			
31,651	Buick Riviera	25,806	+ 22.65
102,375	Cadillac	147,699	— 30.69
32,417	Eldorado	35,443	— 8.54
28,635	Seville	33,726	— 15.10
20,257	Chevrolet Corvette	24,728	— 18.08
26,081	Lincoln Continental	62,703	— 58.41
32,795	Mark IV	51,459	— 36.27
3,626	Versailles	16,599	— 78.16
27,662	Oldsmobile Toronado	26,589	+ 4.04
305,499	TOTAL	424,752	— 28.08
4,376,218	GRAND TOTAL	4,995,640	— 12.40

U. S. CARS BUILT THROUGH FEBRUARY 29, 1980

MODEL-YEAR OUTPUT '80 VS. '79

	1980 Models	Pct. of Output	1979 Models	Pct. of Output	Percentage Pt. Change
AMERICAN MOTORS	140,208	3.20	62,748	1.26	+ 1.94
Eagle	40,562	0.93	.....	.....	+ 0.93
Concord	52,145	1.19	37,458	0.75	+ 0.44
AMX	.....	.....	1,695	0.04	− 0.04
Pacer	1,746	0.04	5,070	0.10	− 0.06
Spirit	45,755	1.04	18,525	0.37	+ 0.67
CHRYSLER CORP.	430,678	9.84	567,658	11.36	− 1.52
Plymouth Total	184,404	4.21	210,546	4.22	− 0.01
Horizon	96,399	2.20	91,675	1.84	+ 0.36
Volare	73,480	1.68	113,373	2.27	− 0.59
'80 Gran Fury	10,005	0.23	.....	.....	+ 0.23
Caravelle	4,520	0.10	5,498	0.11	− 0.01
Chrysler Total	69,769	1.60	137,581	2.75	− 1.15
Chrysler	20,860	0.48	58,027	1.16	− 0.68
LeBaron	48,909	1.12	79,554	1.59	− 0.47
Dodge Total	176,505	4.03	219,531	4.39	− 0.36
Omni	82,098	1.88	74,552	1.60	+ 0.28
St. Regis	9,357	0.21	23,532	0.83	− 0.62
Diplomat	24,963	0.57	41,675	0.47	+ 0.05
Aspen	60,087	1.37	79,772	1.49	− 0.12
FORD MOTOR	907,219	20.73	1,402,615	28.08	− 7.35
Ford Division	647,988	14.81	909,048	18.20	− 3.39
Pinto	96,223	2.20	111,425	2.23	− 0.03
Must./Must. II	153,317	3.50	188,272	3.77	− 0.27
Fairmont	152,638	3.49	112,514	2.25	+ 1.24
Granada	53,577	1.23	110,650	2.22	− 0.99
LTD II	.....	.....	33,936	0.68	− 0.68
Thunderbird	106,082	2.42	152,473	3.05	− 0.63
Ford	86,151	1.97	199,778	4.00	− 2.03
L-M Division	259,231	5.92	493,567	9.88	− 3.96
Mercury Total	196,729	4.49	362,806	7.26	− 2.77
Bobcat	22,374	0.51	26,870	0.54	− 0.03
Capri	45,906	1.05	56,521	1.13	− 0.08
Zephyr	39,543	0.90	38,376	0.77	+ 0.13
Monarch	18,127	0.41	44,960	0.90	− 0.49
Cougar/XR7	39,704	0.91	104,778	2.09	− 1.18
Mercury	31,075	0.71	91,301	1.83	− 1.12
Lincoln Total	62,502	1.43	130,761	2.62	− 1.19
Lincoln	26,081	0.60	62,703	1.26	+ 0.34
Versailles	3,626	0.08	16,599	0.33	− 0.25
Mark V	32,795	0.75	51,459	1.03	− 0.28
GENERAL MOTORS	2,789,845	63.75	2,893,133	57.91	+ 5.84
Buick Division	499,520	11.41	411,505	8.24	+ 3.17
Skyhawk	8,322	0.19	10,466	0.21	− 0.02
Skylark/79-80	162,294	3.71	29,026	0.58	+ 3.13
Century/Regal	189,254	4.32	175,121	3.51	+ 0.81
Buick	107,999	2.47	171,086	3.42	− 0.95
Riviera	31,651	0.72	25,806	0.52	+ 0.20
Cadillac Division	163,427	3.74	216,868	4.34	− 0.60
Seville	28,635	0.66	33,726	0.67	− 0.01
Cadillac	102,375	2.34	147,699	2.96	− 0.62
Eldorado	32,417	0.74	35,443	0.71	+ 0.03
Chevrolet Division	1,244,369	28.43	1,271,837	25.46	+ 2.97
Chevette	232,583	5.31	154,751	3.10	+ 2.21
Monza	81,124	1.85	86,990	1.74	+ 0.11
Camaro	96,009	2.19	147,334	2.95	− 0.76
Nova/Citroen	405,345	9.26	106,346	2.13	+ 7.13
Malibu/Chevelle	160,837	3.68	265,043	5.31	− 1.63
Monte Carlo	91,235	2.09	173,632	3.47	− 1.38
Chevrolet	156,979	3.59	313,013	6.26	− 2.67
Corvette	20,257	0.46	24,728	0.50	− 0.04
Oldsmobile Division	492,172	11.25	534,548	10.70	+ 0.55
Starfire	8,237	0.19	10,431	0.21	− 0.02
Omega 79-80	79,409	1.82	16,836	0.34	+ 1.48
Cutlass	227,239	5.19	249,529	4.99	+ 0.20
Oldsmobile	149,625	3.42	231,163	4.63	− 1.21
Toronado	27,662	0.63	26,589	0.53	+ 0.10
Pontiac Division	390,357	8.92	458,375	9.17	− 0.25
Acadian*	7,953	0.18	7,609	0.15	+ 0.03
Sunbird	66,232	1.51	47,576	0.95	+ 0.56
Phoenix '79-'80	110,855	2.53	25,862	0.52	+ 2.01
Firebird	72,404	1.66	112,115	2.24	− 0.58
LeMans	37,450	0.86	68,750	1.38	− 0.52
Grand Prix	43,499	0.99	93,082	1.86	− 0.87
Pontiac	51,964	1.19	103,381	2.07	− 0.88
VOLKSWAGEN	108,268	2.48	69,486	1.39	+ 1.09
Total Cars, U. S.	4,376,218	100.00	4,995,640	100.00	.....

*—All Acadians are built for sale in Canada.

factories list auction dates

American Motors

Apr. 8—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Apr. 9—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.

Apr. 10—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Apr. 15—Colorado Auto Auction, 6955 E. 50th Ave., Denver; Ohio Auto Auction, Grove City, O.

Apr. 16—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Apr. 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 22—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Waltz Mill Rd., New Stanton, Pa.

Apr. 23—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Dallas Auto Auction, 4226 E. Main, Dallas; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Apr. 24—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Apr. 29—Colorado Auto Auction, 6955 E. 50th Ave., Denver; Ohio Auto Auction, Grove City, O.

Apr. 30—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

AMC sales are open to all dealers.

Chrysler Corp.

Apr. 7—Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Apr. 8—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Apr. 9—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Apr. 10—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Apr. 11—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 14—Southeastern Auto Auction, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Apr. 15—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Apr. 16—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Apr. 17—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

Apr. 18—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

Apr. 21—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Apr. 22—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

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Apr. 25—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 28—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Apr. 29—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Apr. 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Chrysler sales are restricted to Chrysler Corp. dealers.

Model breakdown

Auction averages

	April To Date	March	Feb
1980	$7,286	$6,799	$6,313
1979	5,586	5,108	5,151
1978	3,288	3,533	3,755
1977	2,651	2,691	2,790
1976	1,854	2,069	2,214
1975	1,681	1,769	1,836
1974	1,339	1,375	1,392
1973	1,101	991	1,127
Overall Average	$3,055	$3,112	$3,207

Used car sales

Auction averages

April to date	$3,055
Month ago	$3,194
Year ago	$2,987

Ford Motor Co.

April 8—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago; Harrisonburg Auto Auction, I 81, Exit 52, Harrisonburg, Va..

April 9—Nashville Auto Auction, 1406 Lebanon rd., Nashville, Tenn.

April 10—Big H Auto Auction, 701 N. Shepherd Dr., Houston; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

April 15—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

April 16—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 17—Skyline Auto Exchange, 100 Route 46, Fairfield, N. J.

April 22—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

April 23—Northway Exchange, Route 146, Clifton Park, N. Y.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

April 24—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

April 30—Concord Auto Auction, Hosmer St., Acton, Mass.; Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.

May 1—Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.

U. S. makers schedule 1,930,367 cars

2nd-quarter output to fall 22 pct.

By Michele Raquepau
Staff Writer

The second-quarter projection by U. S. makers of 1,930,367 cars is a decline of 22.32 percent from the second-quarter total of 2,485,124.

Only American Motors and Volkswagen of America have planned production increases for April, May and June over 1979 levels.

AMC projects 50,200 units will be assembled in the next three months, an increase of 1.31 percent over the 1979 total of 49,551. VWoA has forecasted 63,113 Rabbits for the second quarter, a 43.69 percent increase over the 43,924 of last year.

Chrysler Corp. plans 160,000 units, a drop of 44.49 percent from the 288,224 of the second quarter last year. Ford Motor Co. projects 428,000 cars, a decline of 27.09 percent from the 586,987 of 1979.

General Motors forecasts 1,228,000 autos will be built in the second quarter, down 18.95 percent from the 1,515,170 of last year. Checker Motors has 1,054 planned a drop of 16.88 percent from 1979's total of 1,268.

The first-quarter total of 1,799,224 was a decline of 25.51 percent from the 2,415,422 assembled in the first three months of 1979.

AMC built 51,347 cars in January, February and March, an 83.26 percent rise over the 28,018 of 1979. VWoA assembled 47,882, up 27.65 percent over the 37,510 built in the first three months of 1979.

• Planned auto production for April of 623,195 is a decline of 14.43 percent from the 728,277 assembled in April, 1979.

AMC has scheduled 16,380 units for April, up 29.18 percent over the 12,680 it built in the same month last year. VWoA plans to build 20,375 cars this month, a rise of 81.01 percent over the 11,256 of April, 1979.

Chrysler plans 54,000 units this April, a drop of 12.68 percent from the 61,840 of last year. Ford has scheduled 138,000, a decline of 24.05 percent from last April's 181,704. And GM has planned 394,000, a decline of 14.43 percent from the 460,447 of April, 1979.

Auto production last week of 132,222 fell 12.70 percent from the previous week's 151,465 and was a drop of 6.13 percent from the 140,859 built in the comparable 1979 week.

Year-to-date car production of 1,896,651 is a decline of 26.22 percent from the 2,570,581 built by this date in 1979.

All Chrysler plants were closed April 4 for Easter. Chrysler's Newark assembly plant is closed for one week beginning today (April 7). St. Louis closed April 3 for two weeks. When St. Louis resumes work April 21, line speed will be reduced from 840 units per day to 640 per day.

• AMC's Kenosha plant resumes work on a regular schedule today (April 7). Kenosha was closed last week to balance dealer inventories.

VWoA is working one hour of overtime Monday through Wednesday of this week on both shifts. This is the sixth successive week of overtime for VWoA.

Ford's Atlanta (Ford), St. Louis (Mercury), and Lorain (Cougar, XR-7, Thunderbird) assembly plants are closed for two weeks beginning today (April 7). Passenger car operations at Chicago, Louisville and Wayne are also down this week.

Beginning today (April 7) eight GM plants will be closed for one week to balance dealer inventories.

The Janesville (Chevrolet) and Fairfax (Buick, Oldsmobile, Pontiac) assembly plants are closed this week. When they resume operations on April 14, line speed will be reduced from 60 per hour to 50 per hour on both shifts.

The Cadillac Detroit point and the companion Fisher Body plant are also down this week. During the weeks beginning April 14, and 21, only one shift will work at Cadillac.

GM's Lansing point (Cutlass, Delta 88 and 98) and the companion Fisher Body plant are closed this week.

The Pontiac (LeMans, Grand Prix, Pontiac) plant and the companion Fisher Body point are also down this week. When Pontiac resumes operations April 14, line speed will be cut from 71 units per hour to 63 per hour on both shifts.

All GM plants were closed April 4 for the Easter holiday.

April schedule for trucks is 47 pct. below '79

Scheduled truck production by U. S. makers for April of 137,438 is a drop of 47.72 percent from the 262,986 assembled in April of 1979.

Only the miscellaneous truck makers scheduled increases this month over 1979 totals. Planned April production of 3,960 by miscellaneous makers is an increase of 34.69 percent over the 2,940 built in April, 1979.

The 7,055 scheduled by Jeep is a 59.98 percent drop from the 17,627 built last April. Ford Motor Co. plans 47,000, a decline of 52.74 percent from the 99,457 assembled last year.

General Motors has scheduled 58,000, down 44.98 percent from the 105,409 of April, 1979, and Chrysler Corp. has 13,500 planned, a decline of 34.59 percent from last April's 20,638.

Last week's production of 31,452 rose 2.63 percent over the previous week's 30,646, but was a drop of 34.79 percent from the 48,230 built in the comparable 1979 week.

The Jeep Toledo plant closed March 17. Jeep will not reopen until April 18. AM General was closed Friday of last week and today (April 7) for the Easter holiday.

All Chrysler truck plants are working regular schedules this week.

GM's Janesville and St. Louis points are down this week to balance dealer inventories. Janesville was closed last Wednesday also.

The medium-duty truck line at Pontiac is also closed this week because of a materials shortage.

Ford's Kansas City (Wayne) Michigan, Norfolk and Twin Cities assembly points are down for two weeks beginning today (April 7). Closed this week are Louisville and San Jose.

Canada plans April increase in car, truck output

Car and truck production planned for April by Canadian makers is higher than April, 1979, totals.

Scheduled auto production of 82,585 is a 4.25 percent rise over the 79,216 assembled in this month last year.

Ford Motor Co. plans to build 26,504 cars this month, a 26.00 percent increase over the 21,035 of 1979. Volvo has scheduled 945 units, up 31.80 percent over the 717 of last April.

Chrysler Corp. predicts 7,680 autos will be built, a decline of 19.87 percent from the 9,584 of 1979. And General Motors has scheduled 47,456, down 0.89 percent from the 47,880 of last April.

Auto production last week of 17,993 fell 22.96 percent from the 23,355 of the previous week, but rose 25.33 percent over the 14,357 of the comparable 1979 week.

U. S. CAR PRODUCTION

	Week Ended April 5, 1980	Same Week 1979	Week Ended March 29, 1980	March Estimate	Jan. 1, to April 7, 1979	Jan. 1, to April 5, 1980
AMERICAN MOTORS	2,978*	3,050*	4,525*	15,381	31,068	53,134*
Eagle	.....	.....	.....	3,421	.....	.....
Concord	.....	.....	.....	7,066	.....	.....
'78 AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	4,894	.....	.....
CHRYSLER CORP.	13,045	6,735	16,351	62,813	246,395	175,738
Plymouth Total	5,800	2,993	6,966	28,678	96,614	81,449
Horizon	2,600	916	3,087	13,523	46,556	43,098
Volare	2,600	1,960	3,257	13,021	48,267	30,398
'80 Gran Fury	500	.....	468	1,690	.....	6,685
Caravelle	100	117	154	444	1,791	1,268
Chrysler Total	2,075	1,157	2,954	8,628	53,210	23,973
Chrysler	375	.....	643	1,512	25,853	5,018
LeBaron	1,700	1,157	2,311	7,116	27,357	18,955
Dodge Total	5,170	2,585	6,431	25,507	96,571	73,316
Omni	2,300	896	3,033	12,181	40,071	38,889
St. Regis	420	.....	507	2,029	9,388	5,354
Diplomat	750	512	784	2,899	14,742	7,868
Aspen	1,700	1,177	2,107	8,398	32,370	21,205
FORD MOTOR	33,248	31,238	30,888	150,027	677,306	373,298
Ford Division	23,644	17,923	25,705	108,868	424,264	268,825
Pinto	2,765	3,249	3,683	11,138	50,649	21,632
Mustang II/Mustang	5,492	5,804	7,549	31,073	108,786	71,979
Fairmont	5,326	1,330	6,831	28,289	44,797	71,034
Granada	2,696	1,641	.....	7,885	42,073	22,416
LTD II	.....	591	.....	.....	12,958	.....
Thunderbird	4,546	5,050	3,992	16,884	94,665	49,088
Ford	2,819	258	3,650	13,599	70,336	32,676
L-M Division	9,604	13,315	5,183	41,159	253,042	104,473
Mercury Total	8,926	8,902	5,183	38,413	191,106	94,012
Bobcat	573	614	813	2,659	12,656	5,107
Capri	1,484	1,956	1,783	8,532	32,247	21,520
Zephyr	1,552	610	2,587	10,278	15,942	23,613
Monarch	995	814	.....	2,214	23,379	7,031
Cougar/XR7	2,264	3,328	.....	6,481	61,507	17,661
Mercury	2,058	1,580	.....	8,249	45,375	19,080
Lincoln Total	678	4,413	.....	2,746	61,936	10,461
Lincoln	239	2,318	.....	972	30,451	3,671
Versailles	149	201	.....	461	6,630	1,273
Mark VI	290	1,894	.....	1,313	24,855	5,517
GENERAL MOTORS	79,001	98,429	94,172	394,771	1,573,196	1,240,550
Buick Division	15,838	15,578	19,610	82,579	230,464	241,650
Skyhawk	.....	152	.....	.....	7,218	.....
Skylark/'79-'80	3,356	1,433	4,574	20,507	11,974	63,632
Century	3,676	1,084	4,397	18,453	14,981	48,918
Regal	4,388	6,108	5,293	20,150	80,082	59,800
Buick	3,447	5,562	4,262	17,918	96,052	52,808
Riviera	971	1,239	1,084	4,951	20,157	16,492
Cadillac Division	5,077	7,734	2,251	20,370	128,958	77,087
Seville	543	976	910	4,195	17,023	14,448
Cadillac	3,349	5,244	.....	10,037	85,273	43,595
Eldorado	1,185	1,514	1,341	6,138	26,662	19,044
Chevrolet Division	28,742	41,690	36,148	160,909	667,860	512,451
Chevette	7,170	8,136	9,262	39,104	96,321	125,209
Monza	2,861	871	3,604	14,579	45,179	42,445
Camaro	2,802	5,049	3,123	12,783	87,590	38,221
Nova/Citation	6,890	5,368	10,133	42,552	38,725	128,352
Malibu	5,197	8,236	6,317	26,976	120,711	75,341
Monte Carlo	2,122	3,627	2,711	11,346	92,381	38,213
Chevrolet	960	9,604	.....	9,246	173,344	51,355
Corvette	740	799	998	4,323	13,609	13,315
Oldsmobile Division	17,339	20,883	20,919	78,213	315,066	232,219
Starfire	.....	103	.....	.....	5,982	.....
Omega/'79-'80	1,830	692	2,661	10,771	6,365	33,541
Cutlass	9,540	10,623	10,777	35,916	148,206	101,733
Oldsmobile	5,097	8,100	6,503	27,019	134,176	82,426
Toronado	872	1,365	978	4,507	20,337	14,519
Pontiac Division	12,005	12,544	15,244	52,700	230,848	177,143
Acadian†	616	334	807	3,055	6,180	6,421
Sunbird	2,339	564	2,905	12,235	29,128	41,549
Phoenix/'79-'80	2,100	1,910	2,631	11,675	10,302	36,124
Firebird	1,806	3,677	2,390	9,841	65,757	28,402
LeMans	1,572	1,924	1,636	4,526	31,094	16,902
Grand Prix	1,396	1,403	2,087	4,569	29,508	20,586
Pontiac	2,176	2,732	2,788	6,799	58,879	27,159
VOLKSWAGEN	3,865	1,346	5,446	20,032	41,382	50,098
CHECKER	85*	61	83	270	1,234	833
Total Cars, U. S.	132,222	140,859	151,465	643,294	2,570,581	1,896,651

TRUCK PRODUCTION IN U. S.†

	Week Ended April 5, 1980	Same Week 1979	Week Ended March 29, 1980	March Estimate	Jan. 1, to April 7, 1979	Jan. 1, to April 5, 1980
CHEVROLET	6,379	12,664	10,830	43,493	352,380	173,695
DODGE/PLYMOUTH	3,100	1,894	2,056	13,469	151,661	39,229
FORD	16,262	20,059	11,018	67,144	382,462	195,562
GMC	3,374	4,463	3,880	14,038	99,272	47,735
INTERNATIONAL	.....	3,019	.....	.....	42,172	.....
MACK	500	735	625	2,793	10,945	8,379
WHITE	100	246	125	570	4,186	2,244
JEEP	.....	4,000*	.....	6,742	50,888	26,180
AM CORP.	284*	450*	430*	583	6,562	2,395*
VOLKSWAGEN	553	.....	782	2,878	.....	7,049
MISCELLANEOUS	900*	700	900	4,500	12,295	11,460*
Total Trucks, U. S.	31,452	48,230	30,646	156,215	1,112,823	513,928

CANADIAN TRUCK PRODUCTION

	Week Ended April 5, 1980	Same Week 1979	Week Ended March 29, 1980	March Estimate	Jan. 1, to April 7, 1979	Jan. 1, to April 5, 1980
CHRYSLER CORP.	1,280	1	1,613	5,118	21,696	9,169
FORD MOTOR	2,654	3,723	4,665	19,984	83,360	53,141
GENERAL MOTORS	4,880	4,982	6,120	24,966	89,063	76,846
AMERICAN MOTORS	.....	1,035	898	3,537	19,229	8,479
INTERNATIONAL	290	451	332	1,340	6,005	3,378
MACK	45	78	55	258	1,095	803
WHITE	52	73	67	274	1,203	837
Total Trucks, Canada	9,201	10,344	13,750	55,477	221,651	152,653
N. American Trucks	40,653	58,574	44,396	211,692	1,334,474	666,581

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
**—Revised †—Now includes van production.

CANADIAN CAR PRODUCTION

	Week Ended April 5, 1980	Same Week 1979	Week Ended March 29, 1980	March Estimate	Jan. 1, to April 7, 1979	Jan. 1, to April 5, 1980
CHRYSLER CORP.	2,560	.....	3,248	10,307	40,131	22,973
FORD MOTOR	5,432	4,547	7,545	30,815	92,475	63,649
GENERAL MOTORS	9,776	9,630	12,337	51,456	177,263	150,030
VOLVO	225	180	225	1,113	2,484	3,070
Total Cars, Canada	17,993	14,357	23,355	93,691	312,353	239,722
N. American Cars	150,215	155,216	174,820	736,985	2,882,934	2,136,373
N. American Trucks	40,653	58,574	44,396	211,692	1,334,474	666,581
North American Cars and Trucks	190,868	213,790	219,216	948,677	4,217,408	2,802,954

†—All Acadians are built for sale in Canada. *—Estimated.

Chrysler was closed this week in 1979.

Year-to-date production of 239,722 is a drop of 23.25 percent from the 312,353 built by this date in 1979.

Truck production planned for April of 53,151 is a 0.92 percent increase over the 52,666 of April, 1979.

Only Ford, GM and Mack plan to build more trucks this April than they did last, though.

Truck production last week of 9,201 declined 33.08 percent from the previous week's 13,750. Last week's figure was a drop of 11.05 percent from the 10,344 built in the same week of 1979.

GM's Oshawa No. 2 line is down this week. The closing affects production of full-size Chevrolets and Pontiacs.

GM closed its plants April 4 for the Easter holiday.

Chrysler's Windsor car assembly plant is closed beginning today (April 7) for two weeks.

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New-car inventory sliced; 61-day supply on hand

By Richard A. Wright
Assistant Managing Editor

While the domestic auto industry has been suffering from hard times in recent months, its inventory house is in pretty good order as a result of production cutbacks and a pickup in the selling pace during March.

The industry had 1,567,187 new cars in stock April 1, a 61-day supply, compared with 1,610,544 a month earlier, which was a 68-day stock. The industry opened April last year with a much bigger 1,974,082 unit count, but at last year's higher sales rate that was only a 62-day supply.

All the U. S. makers trimmed both unit counts and days' supply figures during March.

General Motors had a 59-day supply April 1, down slightly from 60½ days a month earlier. Chevette stocks plunged during the month to the shortage-ridden level of the X-body cars, while stocks of Monte Carlo and Grand Prix were burdensome.

Ford Motor Co. opened April with a 60-day supply, down from 74 days a month earlier. As the small-car segment continued to dominate the sales scene, Fairmont and Zephyr dipped to tight levels.

Chrysler Corp. also cut its supply during the month and entered April with a 77-day supply, compared with 106 days a month earlier. Horizon and Omni were moving down near shortage levels again and the very heavy stocks of some of the corporation's larger cars dropped to more manageable levels.

American Motors had an 80-day supply April 1, compared with 103 days a month earlier, while Volkswagen of America had a very lean 21-day supply, down from 32 a month earlier.

The April 1 domestic inventory was divided this way: GM, 56.40 percent; Ford Motor Co., 24.85 percent; Chrysler Corp., 14.55 percent; AMC, 3.22 percent, and VWoA, 0.98 percent.

A month earlier, the new-car inventory was divided as follows: GM, 55.91 percent; Ford Motor Co., 24.56 percent; Chrysler Corp., 15.12 percent; AMC, 3.20 percent, and VWoA, 1.21 percent.

• By size class, stocks of subcompact, compact and intermediate cars were down, while standard and luxury cars increased from a month earlier.

On April 1, the industry had a lean 40½-day supply of subcompacts, a 50-day stock of compacts and a 70-day supply of intermediates. A month earlier, it had a 52-day supply of subcompacts, a 57½-day stock of compacts and enough intermediates for 81 days.

Standards increased from 82 days to 86½ days during March, while the luxury segment jumped from 75 to 81 days.

The April 1 inventory was

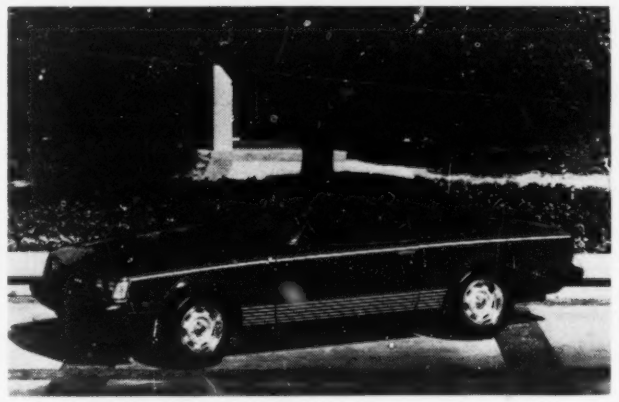
Continued on Page 61, Col. 4

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	Apr. 1, 1980	Mar. 1, 1980	Apr. 1, 1979
Spirit	65	76	96
Concord	62	101	102
Eagle	148	149½	—
Pacer	124	136	204
AMERICAN MTRS.	80	102½	106
Horizon	42	61	19
Volare	102½	125	73½
Gran Fury	47	86	84
Plymouth	63	83½	45
LeBaron	82	118½	114
Cordoba	125	214	187
Chrysler	92	126	95
Chrysler	97½	145	119
Omni	46	62	19
Aspen	117	141½	91
Diplomat	100½	143	177
Mirada	105	199	196
St. Regis	76½	127	91½
Dodge	79	107	74
CHRYSLER CORP.	77	106	73
Pinto	83	75	53
Mustang	89	76	53
Fairmont	32	43	60
Granada	106	109	81
Thunderbird	46	74	78
Ford	92	130	119
Ford	60	73	71
Bobcat	94	71	42
Capri	70	75	40
Zephyr	32	39	70
Monarch	97	93	72
Cougar XR-7	51	78	83
Mercury	75	79	98
Mercury	58	67	70
Versailles	65	119	119
Lincoln	97	161	47
Mark VI	88	123	73
Lincoln	90	137	65½
FORD MOTOR CO.	60	74	71
Skyhawk	89	85½	46
Skylark	18	16½	76
Century	48½	41½	56
Regal	67	68	45
LeSabre	107	69	56
Electra	118	71	78
Riviera	115	57	17
Buick	61	50	51½
Seville	86	77	59
Cadillac	86	73	50
Eldorado	63	50½	36
Cadillac	80	69	48
Chevette	28	39	24
Monza	41	51	30
Citation	26	30	103
Camaro	86	96	28
Malibu	64	79	62½
Monte Carlo	111½	124½	109
Chevrolet	87½	79	83
Corvette	47	52	24
Chevrolet	54	62	60½
Starfire	60	73	29
Omega	24	23	84
Cutlass	41	36½	45
Supreme	55	54	43½
Olds 88	60½	53	35½
Olds 98	73	66	45
Toronado	74	63½	30
Oldsmobile	51	47	41
Sunbird	34	52	27
Phoenix	19	16½	101
Firebird	113	118½	26
LeMans	93	94	71
Grand Prix	115	123½	84
Pontiac	107½	95	94
Pontiac	75½	81½	62
GENERAL MOTORS	59	60½	55
VOLKSWAGEN	21	32	17
TOTAL CARS, U.S.	61	68	62

Toyota goes European



Celica ragtop conversion

Grandeur Motor Car Corp.'s Toyota Celica ST/GT convertible is a two-seater with European lines. The Pompano Beach (Fla.) company produces it exclusively for Toyota dealers, in a three-to-four-week turnaround period. Suggested retail price is $14,500.

Late-year turnaround seen for heavy trucks

By Jack Walsh
Truck Editor

Heavy-truck sales in the first three months of 1980 dropped 20 percent below last year's record levels, pretty much as the industry expected, and the outlook for the remainder of the year is shaky because of high money costs, inflationary pressures and economic uncertainties.

Any turnaround in the big-truck market is unlikely before the end of the third quarter, in the opinion of many industry leaders. At the same time, they say an upturn will hinge on some relief from the problems which caused the first-quarter slump.

ATD Show Extra following Page 32.

In 1979, the nation's retail outlets sold a record 223,166 Classes 7 and 8 trucks. Forecasts of 1980 heavy-truck sales by truck executives responding to an AUTOMOTIVE NEWS survey vary widely. Predictions range from 180,000 to 210,000 units.

With little relief in sight for a leveling of gasoline prices, industry leaders anticipate another strong year for mid-range diesels as cost-conscious truck operators find it increasingly easier to justify the higher initial expense in switching from gasoline to diesel power.

In 1978, about 20 percent of new trucks in the mid-range market were powered by diesel, and most industry leaders think that by the middle of the 1980s, half of all new trucks sold in this segment will be equipped with diesel engines.

• In the first three months, 45,366 Classes 7 and 8 trucks were retailed in the U. S., compared with 57,134 units a year ago, the alltime first-quarter high. March sales were down 30.2 percent, from a record 21,333 a year ago to 14,888. It was the lowest March total in four years.

In spite of the dismal first-quarter and the gloomy prospects for the next six months, it won't be a bad year.

"Even though the overall market will be down in 1980," said H. K. Tooman, executive vice president for marketing, Mack Trucks, Inc., "it should be a good year when you consider the fact that we are coming off the greatest heavy-duty truck year in the industry in 1979."

In Tooman's opinion, there will be an improvement in sales in the first half of 1981 over this year.

Chrysler is given gloomy report by U.S. watchdogs

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The seriousness of Chrysler Corp.'s situation is "not to be underestimated" even though the company has "made considerable progress," said the Chrysler Guarantee Board in its first report to Congress.

Chrysler has submitted revised operating and financing plans as well as others for energy savings, productivity improvements and employe stock ownership. All are being reviewed by the board.

The board consists of Treasury Secretary G. William Miller, Federal Reserve Board Chairman Paul Volcker and Comptroller General Elmer Staats.

Chrysler now estimates its 1980 losses at between $550 million and $650 million, but the board said recent economic developments and lower-than-expected sales may worsen the situation.

Interim financing may be needed, it said, over and above the $100 million short-term loan from PSA Peugeot-Citroen, the

Continued on Page 61, Col. 1

breaking news

William Clay Ford named vice chairman

DEARBORN.—William Clay Ford, 55, has been elected vice chairman of Ford Motor Co. He had been vice president—product design. Ford will continue as chairman of the Executive Committee and will chair the board of directors in the absence of the Chairman Philip Caldwell. Continuing to report to Ford will be Eugene Bordinat Jr., design vice president, and Lewis C. Veraldi, vice president—advanced vehicles development.

Survival of MG hinges on EPA waiver

DETROIT. — Unless the EPA grants a waiver on 1981 emission standards for the MG-B, "there will be no MG car company," according to Peter Sprague, president of Aston Martin, which recently agreed to purchase the MG factory and rights to the marque from BL. A new engine has been designed for the British sports car, but won't be available until mid-1981. The current engine, Sprague said, won't meet the '81 standards — one of the reasons BL originally planned to phase out MG production in Britain.

Four-door Escort/Lynx due in '82

DEARBORN.—The four-door hatchback version of Ford Motor's new front-wheel-drive Escort and Lynx models will

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